

A Study on Customer Perception towards Nescafe Products with Special Reference to Coimbatore City

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Abstract — Customer perception is a marketing concept that encompasses a customer's impression, awareness and consciousness about a company or its offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channel. It plays a vital role in a company's ability to attract new customers and retain existing customers. This perception directly impacts the attraction of new customers and capacity to maintain good relationships with current customers.

I. INTRODUCTION

It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer perception is seen as a key differentiator and increasingly has become a key element of business strategy.

"Within organizations, customer perception ratings can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability. These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective."

Therefore, it is essential for business as to effectively manage customer perception. To be able do this, firms need reliable and representative measures of satisfaction.

II. OBJECTIVE OF STUDY

The primary objective is to study the consumer perception towards Nescafe Sunrise products.

III. REVIEW OF LITERATURE

Hans **Megens** in his article published in Indian Express, points out that India's potential in food and agriculture is underestimated and opines that corporate can be helpful in wasteland development in India. In some cases, the country will benefit by encouraging private sector firms to become primary producers as well. India has over 100 million hectares of uncultivated and degraded wastelands which is not generating any benefit either to the rural population or the country as a whole. Large tracks of such land can be converted into productive cultivable land by an infusion of capital and sophisticated technology to tap deep aquifers, install drip irrigation facilities and in some cases green houses. The cost and technical input required to develop these lands may be far beyond the means of small farmers in the area, but can be undertaken by agri-business corporations. In order to reach the increased goals of food production, reduction of waste, more value added production and increased exports, enormous investments will be necessary throughout the whole food & agro-chain. There is ample opportunity to raise the level of processing if the necessary investments are made not only in processing facilities themselves but also in the supply chain through which these products have to be delivered at the gate of the processing facility. Investments in the infrastructure and logistics systems are extremely necessary for that purpose and its requirements.

IV. RESEARCH METHODOLOGY

The research instruments used in structured questionnaire having both open ended and closed ended questions. Questionnaire is the tool used for the collection. The questionnaire is designed by keeping the objective in mind for this study various types of questions are used as follows:

A. Sampling technique

Sampling technique used was convenience sampling for studying the consumers

B. Sample units

The sample unit of the study is consumers. Consumers include students, employee, and employer

C. Sample size

Field survey technique was employed to collect primary data from the 150 sample respondents. The sample is of wide range of people from different age groups and different occupation.

D. Statistical Tools Used

The data has been analysed mainly by using chi-square test method

E. Scope of the Study

The research is an outcome of the study carried out on the topic. "A study on consumer perception towards Nescafe products". The study covers with the 150 samples. The study aims at analyzing consumer attitude towards Nescafe Sunrise products in the market.

F. Limitation of the Study:

- Due to limited time factor the researcher prefer to limit the sample size at 150 only.
- Time and cost are other factors limiting the study of a sample of 150 respondents.
- Respondents may modify their answers in an attempt to be logical and intelligent.

V. ANALYSIS

CHI-SQUARE ANALYSIS

AGE OF RESPONDENTS COMPARED WITH FACTORS INFLUENCED

HYPOTHESIS

Null Hypothesis: There is no association between age group of respondents and factors influenced.

Alternative Hypothesis: There is association between age group of respondents and factors influenced.

AGE GROUP OF RESPONDENTS

Particulars	Observed N	Expected N	Residual
15-20	36	50.0	-14.0
21-25	66	50.0	16.0
26-30	48	50.0	-2.0
Total	150		

FACTORS INFLUENCED

Particulars	Observed N	Expected N	Residual
Slogans	24	50.0	-26.0
Advertisement	90	50.0	40.0
Package	36	50.0	-14.0
Total	150		

TEST STATISTICS

Particulars	Age	Influenced
Chi-Square	9.120	49.440
df	2	2
Asymp. Sig.	.000	.000

VI. RESULT AND FINDINGS

A. Result:

From the above table it is identified that the calculated value is less than 0.05, so that we accept alternative

hypothesis at 5% level of significance, there is a relationship between occupation of respondents and frequent purchase of the product.

B. Findings

There is a relation between occupation of the respondents and frequent purchase of the product.

VII. CONCLUSION

Conclusion of the survey reveals that the customer satisfaction depends on the features of the product. The business objectives can be achieved by only retaining customers and gaining new one by continually meeting and exceeding their changing needs and expectations. So, continuous customer satisfaction measurement is essential.

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